A system comprising:

an optical disc having a disc region code assigned thereto and having content and a content identifier identifying the content recorded thereon; and

a playback apparatus for playing back the optical disc,

wherein the playback apparatus comprises:

a memory storing predetermined additional data corresponding to the optical disc, wherein the predetermined additional data includes a substitute playback order of the content recorded on the optical disc and a substitute content, such that a predetermined part of the content recorded on the optical disc is capable of being replaced by the substitute content, and wherein the memory is distinct from the optical disc; and

a processor programmed to:

judge whether the disc region code assigned to the optical disc matches an apparatus region code assigned to the playback apparatus, and programmed to

read the content identifier of the content recorded on the optical disc,

judge whether a combination of the content identifier and the apparatus region code satisfies a predetermined condition defined by an owner of rights of the content, if the processor judges that the disc region code does not match the apparatus region code, and

create a predetermined package based on the substitute play back order of the content by replacing the predetermined part of the content

with the substitute content, if the processor judges that the combination of the content identifier read by the processor and the apparatus region code satisfies the predetermined condition defined by the owner of the rights of the content; and

a playback unit programmed to:

playback the content, if the processor judges that the disc region code matches the apparatus region code,

playback the created predetermined package, if the processor judges that the combination of the content identifier and the apparatus region code satisfies the predetermined condition defined by the owner of the rights of the content, and

prevent playback of the content, if the processor judges that the combination of the content identifier and the apparatus region code does not satisfy the predetermined condition defined by the owner of the rights of the content.

~~a memory storing predetermined additional data corresponding to the optical disc, wherein the predetermined additional data includes a substitute playback order of the content recorded on the optical disc and a substitute content, such that a predetermined part of the content recorded on the optical disc is capable of being replaced by the substitute content, and wherein the memory is distinct from the optical disc; and~~

~~a playback unit programmed to play back the content when the processor judges that the disc region code matches the apparatus region code,~~

~~wherein, the processor is programmed such that, when the processor judges that the disc region code does not match the apparatus region code, the processor judges whether a combination of the content identifier read by the processor and the apparatus region code satisfies a predetermined condition defined by an owner of rights of the content,~~

~~wherein, the processor is programmed such that, when the processor judges that the combination of the content identifier read by the processor and the apparatus region code satisfies the predetermined condition defined by the owner of the rights of the content the processor replaces the predetermined part of the content recorded on the optical disc with the substitute content of the predetermined additional data that is stored in the memory and that corresponds to the optical disc, in order to create a predetermined package, based on the substitute play back order of the predetermined additional data that is stored in the memory and that corresponds to the optical disc,~~

~~wherein, the playback unit is programmed such that, when the processor judges that the combination of the content identifier read by the processor and the apparatus region code satisfies the predetermined condition defined by the owner of the rights of the content, the playback unit plays back the created predetermined package, and~~

~~wherein, the playback unit is programmed such that, when the processor judges that the combination of the content identifier read by the processor and the apparatus region code does not satisfy the predetermined condition defined by the owner of the rights of the content, the playback unit does not play back the content~~